



## **Coca-Cola and *trexi* help young designers break through and share visions about optimism and ‘A Better Tomorrow’**

- *New worldwide licensing urban designer program will tap into the best work from established and up&coming designers from around the world.*
- *Global online design contest runs until 15 Jan 2007: 15 winners will be picked by public voting to join 10 international designers in latest *trexi* series*

**Singapore – 16 November 2006** – Play Imaginative and The Coca-Cola Company are embarking on a new licensing program which builds on the success of the first “We All Speak Football” *trexi* series where 25 renowned international character designers came together to convey their love for football and the Coca-Cola brand. The latest program themed “**A Better Tomorrow**” features a global online design contest using *trexi* as a canvas, offering aspiring character designers a definitive step into the urban vinyl industry.

### ***A Better Tomorrow***

Coca-Cola is much more than a beverage, it reflects the simple, optimistic moments in life. Coca-Cola is refreshingly honest and uplifting. Coca-Cola recently launched a new marketing campaign called ‘Coke Side of Life’, it builds on the simple idea that a Coke makes people happy. It tastes good. And it’s an invitation to live on the positive side of life and to make the world a little better.

Coca-Cola and Play Imaginative are calling for designers who can express their passion for design and for the Coca-Cola brand by way of their unique art styles. Using the *trexi* figure as a canvas, the challenge is to depict their own personal definition of happiness creatively, and show the world what their vision of “A Better Tomorrow” looks like.

### ***Submit, Share & Vote Your Favourite Design Online***

Aside from 10 pre-invited renowned international designers, the series will see 15 *trexi* designs chosen from a worldwide online design contest running until 15 January 2007. All submissions will be screened by a panel of judges including the international designers, and 100 of the best entries will be posted online in January 2007. The final 15 *trexi* designs will be chosen by way of the public’s votes and announced in February 2007.

These winning *trexi* designs will be part of a brand new “A Better Tomorrow” *trexi* series alongside 10 of today’s most celebrated character designers such as Tokidoki, Cupco, Colorblok and Mad Barbarians. Other than attractive cash prizes, selected winners will also have the opportunity to see their work translated on Coca-Cola bottles and other merchandise. Log on to <http://www.trexi.com.sg/abt.htm> for more details.



"We are very excited to once again work on this new unique initiative with Play Imaginative. Our global 'Coke Side of Life' is a campaign that communicates with consumers shared feeling around optimism and the strong believe about the unlimited possibilities that a better tomorrow can bring. This program will inspire young designers from around the world to express for others to see their own personal message about how a better tomorrow will look like," said Mr Andrés Kiger, director of Worldwide Licensing & Retail Operations for The Coca-Cola Company.

Mr Jacky Teo, Business Development and Marketing director for Play Imaginative said: "This second program promises to be a complete urban designer program including associated merchandise. The design contest is an ideal global platform for up-and-coming designers to share their passion and talent with the world, using *trexi* as a medium for expression."

"What's more, *trexi* now comes in 8 different styles including the latest square, horn, egg and cat heads, which will see even more design possibilities," added Mr Teo.

**"A Better Tomorrow" *trexi* Series**

This follows the first "We All Speak Football" *trexi* Series which was launched in Taiwan, Hong Kong, Nanjing and Shenzhen from May to June 2006 through a series of roadshows alongside exciting redemptions and exclusive designer autograph sessions. The program garnered encouraging responses from consumers, retailers, and media alike and is paving the way for the upcoming "A Better Tomorrow" design contest.

"A Better Tomorrow" series of 25 *trexi* figures will be available in blind assortment, including 10 mystery designs comprising the renowned designers. These mystery designs will only be revealed when the series is launched in May 2007.

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### **About Play Imaginative**

Play Imaginative's flagship designer toy, trexi, is a 3-inch tall action figure with a rotating head and articulated limbs. trexi can be personalised in a variety of styles by different artists and designers working with different mediums.

Play Imaginative also conceptualises, produces and publishes Playtimes, a monthly urban vinyl toy magazine dedicated to introducing readers to the latest developments, the "what's hot and what's not", newest toy concepts and character design within the urban vinyl toy landscape. trexi and Playtimes can be found in 25 countries worldwide.

### **About The Coca-Cola Company**

The Coca-Cola Company is the world's largest beverage company. Along with Coca-Cola®, recognized as the world's most valuable brand, the Company markets four of the world's top five soft drink brands, including Diet Coke®, Fanta® and Sprite®, and a wide range of other beverages, including diet and light soft drinks, waters, juices and juice drinks, teas, coffees and sports drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate exceeding 1.3 billion servings each day. For more information about The Coca-Cola Company, please visit our website at [www.coca-cola.com](http://www.coca-cola.com).

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